

CLAIMS

1. A method of advertising offers which can be presented with the aid of advertising objects (7, 8, 9, 10), which objects (7, 8, 9, 10) can be perceived on an advertising surface (6) provided at a location (2) visited by visitors (4), which method is characterized by the steps stated below, that is to say

- 5 a) assigning electronic input means (11) to the advertising surface (6) and
b) receiving visitor information input by the input means (11), which information is triggered by visitors (4) to the location (2) of the advertising surface (6) and
c) evaluating the received visitor information and generating a measure for the result information representing the commercial effect of the advertising objects (7, 8, 9, 10)
10 present on the advertising surface (6) and
d) outputting the result information.

2. A method as claimed in claim 1, characterized
in that the visitor information is speech information, which corresponds to speech signals
15 received by speech signal receiving means (14) and recognized by speech signal recognition means (18).

3. A method as claimed in claim 1, characterized
in that the visitor information is input information input via a touch-sensitive picture screen
20 (13).

4. A method as claimed in claim 1, characterized
in that the result information represents the number of visitors (4) who have visited the
location (2) of the advertising surface (6) in successive time spaces.

5. A method as claimed in claim 1, characterized
in that the result information represents the countries of origin of the visitors (4) who have
visited the location (2) of the advertising surface (6) in one time space.

6. A method as claimed in claim 1, characterized in that the result information represents the gender and/or age of the visitors (4) who have visited the location (2) of the advertising surface (6) in one time space.

5 7. A method as claimed in claim 1, characterized in that the result information represents an evaluation of advertising objects (7, 8, 9, 10) presented on the advertising surface (6) by the visitors (4) who have visited the location (2) of the advertising surface (6) in one time space.

10 8. A method as claimed in claim 1, characterized in that result information is output by the transmission to an information center (26) which is shared by a plurality of advertising surfaces (6).

9. A method as claimed in claim 1, characterized in that the offers presented on the advertising surface (6) with the aid of the advertising objects (7, 8, 9, 10) are modified or exchanged in dependence on the result information.

10. A system (1) for advertising offers which can be presented with the aid of advertising objects (7, 8, 9, 10), which objects (7, 8, 9, 10) can be perceived on an advertising surface (6) provided at a location (2) visited by visitors (4), which system is characterized by the system portions stated hereinafter, that is: electronic input means (11) which are assigned to the advertising surface (6) and are provided for inputting visitor information, which visitor information can be triggered by visitors (4) to the location (2) of the advertising surface (6), and evaluation means (24) which are provided for evaluating the visitor information input by the input means (11) and received via the valuation means (24), and for generating a measure for result information representing the commercial effect of the advertising objects (7, 8, 9, 10) present on the advertising surface (6), and output means (25) provided for outputting the result information.

30 11. A system (1) as claimed in claim 10, characterized in that the input means (11) comprise speech signal input means (14) and speech signal recognition means (18), by which speech information corresponding to speech signals spoken by users (4) can be input as visitor information.

12. A system (1) as claimed in claim 10, characterized in that the input means (11) comprise a touch-sensitive picture screen (13) by which input information can be input as user information.

5 13. A system (1) as claimed in claim 10, characterized in that the evaluation means (24) are provided for determining the number of visitors (4) who have visited the location (2) of the advertising surface (6) in successive time spaces.

10 14. A system (1) as claimed in claim 10, characterized in that the evaluation means (24) are provided for determining the countries of origin of the visitors (4) who have visited the location (2) of the advertising surface (6) in one time space.

15 15. A system (1) as claimed in claim 10, characterized in that the evaluation means (24) are provided for determining the gender and/or age of the visitors (4) who have visited the location (2) of the advertising surface (6) in one time space.

20 16. A system (1) as claimed in claim 10, characterized in that the evaluation means (24) are provided for determining a judgement by the visitors (4) of advertising objects (7, 8, 9, 10) presented on the advertising surface (6), which visitors (4) have visited the location (2) of the advertising surface (6) in one time space.

25 17. A system (1) as claimed in claim 10, characterized in that the transmission means (25) are provided by which the generated result information can be transmitted to an information center (26) shared by a plurality of advertising surfaces (6).

30 18. A system (1) as claimed in claim 10, characterized in that controllable modification means (28) are provided which can be controlled in dependence on the result information and by which the offers presented on the advertising surface (6) by the advertising objects (9, 10) can be modified or exchanged in dependence on the result information.

19. A system (1) as claimed in claim 10, characterized

in that the system (1) has a billboard (6) as an advertising surface (6) and in that exchangeable advertising posters (7, 8) can be stuck to the billboard (6) as advertising objects.

- 5 20. A system (1) as claimed in claim 10, characterized in that the billboard (6) has a cylindrical shape and in that the input means (11) are provided in the cylindrically shaped billboard (6).

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